

**Table 9.1. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Revenue for Taxable and Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004	2003	2002	2001	2000	1999	1998
<b>71</b>	<b>Arts, entertainment, and recreation .....</b>	<b>158,545</b>	<b>149,346</b>	<b>141,904</b>	<b>133,886</b>	<b>127,400</b>	<b>119,851</b>	<b>113,680</b>
711	Performing arts, spectator sports, and related industries .....	62,783	60,356	58,286	54,155	51,155	47,920	45,783
7111	Performing arts companies .....	11,554	11,071	10,864	10,804	10,745	10,268	10,020
7112	Spectator sports .....	23,659	22,445	22,313	20,392	19,340	17,552	16,548
711211	Sports teams and clubs .....	14,115	13,257	13,025	11,461	10,739	9,261	8,812
711212	Racetracks .....	7,022	6,582	6,703	6,473	6,349	6,193	5,578
711219	Other spectator sports .....	2,522	2,606	2,586	2,458	2,251	2,098	2,158
7113	Promoters of performing arts, sports, and similar events .....	13,061	12,390	11,698	10,555	9,688	9,071	8,367
7114	Agents and managers for artists, athletes, entertainers, and other public figures .....	4,317	4,075	4,073	3,823	3,600	3,395	3,192
7115	Independent artists, writers, and performers .....	10,193	10,376	9,338	8,581	7,782	7,634	7,656
712	Museums, historical sites, and similar institutions .....	9,688	9,081	8,608	9,218	9,350	8,710	8,316
713	Amusement, gambling, and recreation industries .....	86,073	79,909	75,011	70,512	66,895	63,220	59,582
7131	Amusement parks and arcades .....	10,561	9,929	9,443	9,813	9,441	8,823	8,664
71311	Amusement and theme parks .....	9,344	8,737	8,174	8,637	8,245	7,596	7,416
71312	Amusement arcades .....	1,217	1,193	1,269	1,176	1,196	1,228	1,248
7132	Gambling industries .....	25,698	22,369	18,893	16,686	14,621	13,191	12,151
71321	Casinos (except casino hotels) .....	16,664	14,601	12,387	11,148	9,592	8,602	7,831
71329	Other gambling industries .....	9,034	7,769	6,506	5,538	5,029	4,589	4,320
7139	Other amusement and recreation industries .....	49,814	47,611	46,674	44,013	42,833	41,206	38,767
71391	Golf courses and country clubs .....	17,879	16,988	17,534	16,863	16,692	16,285	15,435
71392	Skiing facilities .....	1,980	1,839	1,801	1,635	1,551	1,429	1,391
71393	Marinas .....	3,393	3,382	3,352	3,389	3,379	3,153	2,940
71394	Fitness and recreational sports centers .....	16,839	16,130	14,988	13,542	12,543	11,777	10,796
71395	Bowling centers .....	3,505	3,293	3,075	2,882	2,762	2,736	2,615
71399	All other amusement and recreation industries .....	6,217	5,980	5,925	5,702	5,906	5,827	5,591

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.2. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Year-to-Year Percent Change in Revenue for Taxable and Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004/2003	2003/2002	2002/2001	2001/2000	2000/1999	1999/1998
<b>71</b>	<b>Arts, entertainment, and recreation</b>	<b>6.2</b>	<b>5.2</b>	<b>6.0</b>	<b>5.1</b>	<b>6.3</b>	<b>5.4</b>
711	Performing arts, spectator sports, and related industries .....	4.0	3.6	7.6	5.9	6.8	4.7
7111	Performing arts companies .....	4.4	1.9	0.6	0.6	4.6	2.5
7112	Spectator sports .....	5.4	0.6	9.4	5.4	10.2	6.1
711211	Sports teams and clubs .....	6.5	1.8	13.6	6.7	16.0	5.1
711212	Racetracks .....	6.7	-1.8	3.5	1.9	2.5	11.0
711219	Other spectator sports .....	-3.2	0.8	5.2	9.2	7.3	-2.8
7113	Promoters of performing arts, sports, and similar events .....	5.4	5.9	10.8	8.9	6.8	8.4
7114	Agents and managers for artists, athletes, entertainers, and other public figures ....	6.0	0.1	6.5	6.2	6.0	6.4
7115	Independent artists, writers, and performers .....	-1.8	11.1	8.8	10.3	1.9	-0.3
712	Museums, historical sites, and similar institutions .....	6.7	5.5	-6.6	-1.4	7.3	4.7
713	Amusement, gambling, and recreation industries .....	7.7	6.5	6.4	5.4	5.8	6.1
7131	Amusement parks and arcades .....	6.4	5.1	-3.8	3.9	7.0	1.8
71311	Amusement and theme parks .....	6.9	6.9	-5.4	4.7	8.6	2.4
71312	Amusement arcades .....	2.0	-6.0	7.9	-1.6	-2.6	-1.7
7132	Gambling industries .....	14.9	18.4	13.2	14.1	10.8	8.6
71321	Casinos (except casino hotels) .....	14.1	17.9	11.1	16.2	11.5	9.9
71329	Other gambling industries .....	16.3	19.4	17.5	10.1	9.6	6.2
7139	Other amusement and recreation industries .....	4.6	2.0	6.0	2.8	3.9	6.3
71391	Golf courses and country clubs .....	5.2	-3.1	4.0	1.0	2.5	5.5
71392	Skiing facilities .....	7.7	2.1	10.2	5.4	8.5	2.8
71393	Marinas .....	0.3	0.9	-1.1	0.3	7.2	7.2
71394	Fitness and recreational sports centers ..	4.4	7.6	10.7	8.0	6.5	9.1
71395	Bowling centers .....	6.4	7.1	6.7	4.3	1.0	4.6
71399	All other amusement and recreation industries .....	4.0	0.9	3.9	-3.5	1.4	4.2

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.1 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.3. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Revenue for Taxable Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004	2003	2002	2001	2000	1999	1998
<b>71</b>	<b>Arts, entertainment, and recreation .....</b>	<b>128,362</b>	<b>120,695</b>	<b>113,935</b>	<b>105,862</b>	<b>100,119</b>	<b>94,162</b>	<b>89,470</b>
711	Performing arts, spectator sports, and related industries .....	53,650	51,674	49,497	45,483	42,966	40,369	38,674
7111	Performing arts companies .....	6,561	6,390	6,224	6,034	6,187	6,122	6,067
7112	Spectator sports .....	23,659	22,445	22,313	20,392	19,340	17,552	16,548
711211	Sports teams and clubs .....	14,115	13,257	13,025	11,461	10,739	9,261	8,812
711212	Racetracks .....	7,022	6,582	6,703	6,473	6,349	6,193	5,578
711219	Other spectator sports .....	2,522	2,606	2,586	2,458	2,251	2,098	2,158
7113	Promoters of performing arts, sports, and similar events .....	8,920	8,389	7,548	6,654	6,057	5,666	5,212
7114	Agents and managers for artists, athletes, entertainers, and other public figures .....	4,317	4,075	4,073	3,823	3,600	3,395	3,192
7115	Independent artists, writers, and performers .....	10,193	10,376	9,338	8,581	7,782	7,634	7,656
712	Museums, historical sites, and similar institutions .....	835	804	750	714	728	616	500
713	Amusement, gambling, and recreation industries .....	73,877	68,217	63,688	59,665	56,425	53,177	50,296
7131	Amusement parks and arcades .....	10,561	9,929	9,443	9,813	9,441	8,823	8,664
71311	Amusement and theme parks .....	9,344	8,737	8,174	8,637	8,245	7,596	7,416
71312	Amusement arcades .....	1,217	1,193	1,269	1,176	1,196	1,228	1,248
7132	Gambling industries .....	25,698	22,369	18,893	16,686	14,621	13,191	12,151
71321	Casinos (except casino hotels) ....	16,664	14,601	12,387	11,148	9,592	8,602	7,831
71329	Other gambling industries .....	9,034	7,769	6,506	5,538	5,029	4,589	4,320
7139	Other amusement and recreation industries .....	37,619	35,919	35,352	33,166	32,364	31,163	29,481
71391	Golf courses and country clubs ....	10,446	9,794	10,462	9,939	9,963	9,719	9,253
71392	Skiing facilities .....	1,980	1,839	1,801	1,635	1,551	1,429	1,391
71393	Marinas .....	3,393	3,382	3,352	3,389	3,379	3,153	2,940
71394	Fitness and recreational sports centers .....	13,179	12,706	11,713	10,498	9,616	9,058	8,412
71395	Bowling centers .....	3,505	3,293	3,075	2,882	2,762	2,736	2,615
71399	All other amusement and recreation industries .....	5,115	4,905	4,949	4,823	5,093	5,069	4,871

Note: Estimates cover taxable firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.2 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.4. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Year-to-Year Percent Change in Revenue for Taxable Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004/2003	2003/2002	2002/2001	2001/2000	2000/1999	1999/1998
<b>71</b>	<b>Arts, entertainment, and recreation</b>	<b>6.4</b>	<b>5.9</b>	<b>7.6</b>	<b>5.7</b>	<b>6.3</b>	<b>5.2</b>
711	Performing arts, spectator sports, and related industries .....	3.8	4.4	8.8	5.9	6.4	4.4
7111	Performing arts companies .....	2.7	2.7	3.2	-2.5	1.1	0.9
7112	Spectator sports .....	5.4	0.6	9.4	5.4	10.2	6.1
711211	Sports teams and clubs .....	6.5	1.8	13.6	6.7	16.0	5.1
711212	Racetracks .....	6.7	-1.8	3.5	1.9	2.5	11.0
711219	Other spectator sports .....	-3.2	0.8	5.2	9.2	7.3	-2.8
7113	Promoters of performing arts, sports, and similar events .....	6.3	11.1	13.4	9.8	6.9	8.7
7114	Agents and managers for artists, athletes, entertainers, and other public figures ....	6.0	0.1	6.5	6.2	6.0	6.4
7115	Independent artists, writers, and performers .....	-1.8	11.1	8.8	10.3	1.9	-0.3
712	Museums, historical sites, and similar institutions .....	3.9	7.1	5.1	-2.0	18.2	23.2
713	Amusement, gambling, and recreation industries .....	8.3	7.1	6.7	5.7	6.1	5.7
7131	Amusement parks and arcades .....	6.4	5.1	-3.8	3.9	7.0	1.8
71311	Amusement and theme parks .....	6.9	6.9	-5.4	4.7	8.6	2.4
71312	Amusement arcades .....	2.0	-6.0	7.9	-1.6	-2.6	-1.7
7132	Gambling industries .....	14.9	18.4	13.2	14.1	10.8	8.6
71321	Casinos (except casino hotels) .....	14.1	17.9	11.1	16.2	11.5	9.9
71329	Other gambling industries .....	16.3	19.4	17.5	10.1	9.6	6.2
7139	Other amusement and recreation industries .....	4.7	1.6	6.6	2.5	3.9	5.7
71391	Golf courses and country clubs .....	6.7	-6.4	5.3	-0.2	2.5	5.0
71392	Skiing facilities .....	7.7	2.1	10.2	5.4	8.5	2.8
71393	Marinas .....	0.3	0.9	-1.1	0.3	7.2	7.2
71394	Fitness and recreational sports centers ..	3.7	8.5	11.6	9.2	6.2	7.7
71395	Bowling centers .....	6.4	7.1	6.7	4.3	1.0	4.6
71399	All other amusement and recreation industries .....	4.3	-0.9	2.6	-5.3	0.5	4.1

Note: Estimates cover taxable firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.2 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.5. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Revenue for Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in million of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004	2003	2002	2001	2000	1999	1998
<b>71</b>	<b>Arts, entertainment, and recreation .....</b>	<b>30,183</b>	<b>28,651</b>	<b>27,969</b>	<b>28,024</b>	<b>27,280</b>	<b>25,689</b>	<b>24,210</b>
711	Performing arts, spectator sports, and related industries .....	9,134	8,681	8,789	8,672	8,189	7,551	7,109
7111	Performing arts companies .....	4,993	4,680	4,640	4,771	4,558	4,146	3,954
7113	Promoters of performing arts, sports, and similar events .....	4,141	4,001	4,150	3,902	3,631	3,405	3,155
712	Museums, historical sites, and similar institutions .....	8,853	8,277	7,858	8,505	8,622	8,095	7,816
713	Amusement, gambling, and recreation industries .....	12,196	11,692	11,322	10,847	10,469	10,043	9,286
7139	Other amusement and recreation industries .....	12,196	11,692	11,322	10,847	10,469	10,043	9,286
71391	Golf courses and country clubs ....	7,434	7,194	7,071	6,923	6,729	6,566	6,182
71394	Fitness and recreational sports centers .....	3,660	3,424	3,274	3,044	2,927	2,719	2,385
71399	All other amusement and recreation industries .....	1,102	1,075	977	879	813	758	720

Note: Estimates cover tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.3 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.6. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Year-to-Year Percent Change in Revenue for Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004/2003	2003/2002	2002/2001	2001/2000	2000/1999	1999/1998
<b>71</b>	<b>Arts, entertainment, and recreation</b>	<b>5.3</b>	<b>2.4</b>	<b>-0.2</b>	<b>2.7</b>	<b>6.2</b>	<b>6.1</b>
711	Performing arts, spectator sports, and related industries .....	5.2	-1.2	1.3	5.9	8.5	6.2
7111	Performing arts companies .....	6.7	0.9	-2.8	4.7	9.9	4.9
7113	Promoters of performing arts, sports, and similar events .....	3.5	-3.6	6.4	7.5	6.6	7.9
712	Museums, historical sites, and similar institutions .....	7.0	5.3	-7.6	-1.4	6.5	3.6
713	Amusement, gambling, and recreation industries .....	4.3	3.3	4.4	3.6	4.2	8.2
7139	Other amusement and recreation industries .....	4.3	3.3	4.4	3.6	4.2	8.2
71391	Golf courses and country clubs .....	3.3	1.7	2.1	2.9	2.5	6.2
71394	Fitness and recreational sports centers ..	6.9	4.6	7.6	4.0	7.6	14.0
71399	All other amusement and recreation industries .....	2.5	10.1	11.1	8.1	7.3	5.4

Note: Estimates cover tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.3 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.7. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Expenses for Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Dollar volume estimates are published in millions of dollars; consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004	2003	2002	2001	2000	1999	1998
<b>71</b>	<b>Arts, entertainment, and recreation .....</b>	<b>27,978</b>	<b>28,115</b>	<b>27,840</b>	<b>26,777</b>	<b>24,983</b>	<b>23,022</b>	<b>21,521</b>
711	Performing arts, spectator sports, and related industries .....	8,786	8,590	9,181	8,758	8,160	7,197	6,720
7111	Performing arts companies .....	4,819	4,773	4,736	4,568	4,342	3,982	3,672
7113	Promoters of performing arts, sports, and similar events .....	3,967	3,817	4,445	4,190	3,819	3,214	3,048
712	Museums, historical sites, and similar institutions .....	7,804	7,936	7,592	7,639	6,723	6,324	5,971
713	Amusement, gambling, and recreation industries .....	11,387	11,589	11,067	10,381	10,100	9,502	8,831
7139	Other amusement and recreation industries .....	11,387	11,589	11,067	10,381	10,100	9,502	8,831
71391	Golf courses and country clubs ....	6,932	7,185	6,894	6,631	6,580	6,262	5,885
71394	Fitness and recreational sports centers .....	3,415	3,384	3,187	2,903	2,753	2,526	2,263
71399	All other amusement and recreation industries .....	S	1,020	986	846	768	713	683

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.4 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.8. Arts, Entertainment, and Recreation Services (NAICS 71)—Estimated Year-to-Year Percent Change in Expenses for Tax-Exempt Employer Firms: 1998 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative data. Estimates for 2003 and prior years have been revised to reflect historical corrections to individual responses. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	Percent change					
		2004/2003	2003/2002	2002/2001	2001/2000	2000/1999	1999/1998
<b>71</b>	<b>Arts, entertainment, and recreation</b>	<b>-0.5</b>	<b>1.0</b>	<b>4.0</b>	<b>7.2</b>	<b>8.5</b>	<b>7.0</b>
711	Performing arts, spectator sports, and related industries .....	2.3	-6.4	4.8	7.3	13.4	7.1
7111	Performing arts companies .....	1.0	0.8	3.7	5.2	9.0	8.5
7113	Promoters of performing arts, sports, and similar events .....	3.9	-14.1	6.1	9.7	18.8	5.5
712	Museums, historical sites, and similar institutions .....	-1.7	4.5	-0.6	13.6	6.3	5.9
713	Amusement, gambling, and recreation industries .....	-1.7	4.7	6.6	2.8	6.3	7.6
7139	Other amusement and recreation industries .....	-1.7	4.7	6.6	2.8	6.3	7.6
71391	Golf courses and country clubs .....	-3.5	4.2	4.0	0.8	5.1	6.4
71394	Fitness and recreational sports centers ..	0.9	6.2	9.8	5.4	9.0	11.6
71399	All other amusement and recreation industries .....	S	3.5	16.5	10.3	7.6	4.5

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.4 provides estimated measures of sampling variability (coefficients of variation).



**Table 9.9. Selected Arts, Entertainment, and Recreation Industries (NAICS 71)—Estimated Sources of Revenue for Employer Firms: 2003 Through 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative records. Dollar volume estimates are shown in millions of dollars, consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004	2003	Percent change
			2004/2003
PERFORMING ARTS COMPANIES (NAICS 7111)			
Total revenue .....	11,554	11,071	4.4
Admissions revenue .....	6,513	6,214	4.8
All other revenue .....	5,041	4,857	3.8
SPORTS TEAMS AND CLUBS (NAICS 711211)			
Total revenue .....	14,115	13,257	6.5
Admissions revenue .....	5,172	4,915	5.2
All other revenue .....	8,943	8,342	7.2
RACETRACKS (NAICS 711212)			
Total revenue .....	7,022	6,582	6.7
Admissions revenue .....	1,112	1,100	1.1
All other revenue .....	5,910	5,482	7.8
OTHER SPECTATOR SPORTS (NAICS 711219)			
Total revenue .....	2,522	2,606	−3.2
Admissions revenue .....	270	S	S
All other revenue .....	S	2,393	S
AMUSEMENT AND THEME PARKS (NAICS 71311)			
Total revenue .....	9,344	8,737	6.9
Admissions revenue .....	5,203	4,875	6.7
All other revenue .....	4,140	3,861	7.2

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.5 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.10. Arts, Entertainment, and Recreation Industries (NAICS 71)—Estimated Total Expenses for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative records. Dollar volume estimates are shown in millions of dollars, consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

NAICS code	Kind of business	2004
<b>71</b>	<b>Arts, entertainment, and recreation .....</b>	<b>131,447</b>
711	Performing arts, spectator sports, and related industries .....	55,135
7111	Performing arts companies .....	10,177
7112	Spectator sports .....	22,253
711211	Sports teams and clubs .....	14,597
711212	Racetracks .....	5,559
711219	Other spectator sports .....	2,098
7113	Promoters of performing arts, sports, and similar events .....	11,652
7114	Agents and managers for artists, athletes, entertainers, and other public figures .....	3,254
7115	Independent artists, writers, and performers .....	7,799
712	Museums, historical sites, and similar institutions .....	8,505
713	Amusement, gambling, and recreation industries .....	67,807
7131	Amusement parks and arcades .....	6,457
71311	Amusement and theme parks .....	5,460
71312	Amusement arcades .....	997
7132	Gambling industries .....	19,850
71321	Casinos (except casino hotels) .....	13,956
71329	Other gambling industries .....	5,894
7139	Other amusement and recreation industries .....	41,500
71391	Golf courses and country clubs .....	15,695
71392	Skiing facilities .....	1,501
71393	Marinas .....	1,981
71394	Fitness and recreational sports centers .....	14,532
71395	Bowling centers .....	2,810
71399	All other amusement and recreation industries .....	S

S Estimate does not meet publication standards because of high sampling variability or poor response quality. Unpublished estimates derived from this table by subtraction are subject to these same limitations and should not be attributed to the U.S. Census Bureau.

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.6 provides estimated measures of sampling variability (coefficients of variation).

**Table 9.11. Performing Arts, Spectator Sports, and Related Industries (NAICS 711), Museums, Historical Sites, and Similar Institutions (NAICS 712), and Amusement, Gambling, and Recreation Industries (NAICS 713)—Selected Estimated Expenses for Employer Firms: 2004**

[Estimates are based on data from the 2004 Service Annual Survey and administrative records. Dollar volume estimates are shown in millions of dollars, consequently, results may not be additive. Estimates have been adjusted using results of the 2002 Economic Census]

Item	2004
<b>PERFORMING ARTS, SPECTATOR SPORTS, AND RELATED INDUSTRIES (NAICS 711)</b>	
<b>Operating Expenses</b>	
<b>Total</b> .....	<b>55,135</b>
Contract labor .....	2,080
Total materials and supplies .....	1,775
Computer and other business equipment and supplies .....	190
Other materials, parts, and supplies .....	1,585
Total purchased services .....	10,831
Custom coded software and system design and support services .....	27
Data processing and other purchased computer services .....	79
Purchased communication services .....	302
Purchased electricity .....	423
Purchased fuels (except motor fuels) .....	83
Purchased management consulting, admin., and other prof. services .....	2,697
Lease and rental payments .....	1,694
All other purchased services .....	5,526
All other operating expenses .....	40,449
<b>MUSEUMS, HISTORICAL SITES, AND SIMILAR INSTITUTIONS (NAICS 712)</b>	
<b>Operating Expenses</b>	
<b>Total</b> .....	<b>8,505</b>
Contract labor .....	97
Total materials and supplies .....	439
Computer and other business equipment and supplies .....	54
Other materials, parts, and supplies .....	385
Total purchased services .....	1,866
Custom coded software and system design and support services .....	17
Data processing and other purchased computer services .....	14
Purchased communication services .....	78
Purchased electricity .....	183
Purchased fuels (except motor fuels) .....	81
Purchased management consulting, admin., and other prof. services .....	537
Lease and rental payments .....	215
All other purchased services .....	741
All other operating expenses .....	6,103
<b>AMUSEMENT, GAMBLING, AND RECREATION INDUSTRIES (NAICS 713)</b>	
<b>Operating Expenses</b>	
<b>Total</b> .....	<b>67,807</b>
Contract labor .....	883
Total materials and supplies .....	4,866
Computer and other business equipment and supplies .....	313
Other materials, parts, and supplies .....	4,553
Total purchased services .....	14,813
Custom coded software and system design and support services .....	81
Data processing and other purchased computer services .....	151
Purchased communication services .....	495
Purchased electricity .....	1,724
Purchased fuels (except motor fuels) .....	744
Purchased management consulting, admin., and other prof. services .....	2,720
Lease and rental payments .....	3,822
All other purchased services .....	5,076
All other operating expenses .....	47,245

Note: Estimates cover taxable and tax-exempt firms and are not adjusted for price changes. The introduction and appendixes give information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions. Links to this information on the Internet may be found at [www.census.gov/svsd/www/cv.html](http://www.census.gov/svsd/www/cv.html). Appendix A, Table A-9.7 provides estimated measures of sampling variability (coefficients of variation).